

Balaji Telefilms Ltd.



C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries, New Link Road, Andheri (West), Mumbai 400 053
Tel: 40698000 Fax: 40698181/82/83 Website: www.balajitelefilms.com CIN: L99999MH1994PLC082802

Balaji Telefilms set to launch 'EK' fashion label

MUMBAI, India, March 13, 2015 -- India's leading television and film production company, Balaji Telefilms Limited (BTL), is set to launch its first fashion label 'EK' at the **Television Glamour & Fashion Awards** to be aired on Colors. Brand 'EK' has been licensed to Balaji Telefilms by Ekta Kapoor who owns the brand, for commercialisation.

A line comprising ethnic wear, mainly sarees and jewellery will be launched first, followed by indo-western trends and accessories in the near future.

Brand EK is a natural culmination of the significant legacy of over 20 years that Ekta Kapoor has created in the world of entertainment and glamour and this opportunity allows her to establish a legacy of her business and her passion for entertainment, with the inception of her own brand via merchandising.

Initially, the label will be available on Best Deal TV, BTL's exclusive television partner to merchandise the brand. BTL is also in the process of associating with an online partner to further grow the brand.

A foray into the fashion world is a first of its kind venture for Balaji Telefilms and the Company will get a percentage of sales as royalty.

"Television and style are consumed by viewers in different forms on a daily basis. 'EK' is an attempt to marry the two". We are excited with this new venture and look to make a mark in the fashion world, by making the brand easily accessible through online and television shopping networks." **says Ekta Kapoor, Joint Managing Director, Balaji Telefilms Limited.**

'EK' label will be launched amidst much fanfare at the Television Style Awards (TSA), which will be telecast on Colors, later this month.

With some of the most prominent faces from Balaji's television shows coming together to launch the brand, EK is all set to take flight into the fashion world.

"This is an endeavour to leverage an existing potential opportunity within the ever-popular fashion theme. Celebrities play an influential role in modern culture and consumption patterns, serving as arbiters of taste, style and public opinion the world over. Given the popularity of Balaji's soaps and serials the EK fashion label is set to make a mark with Indian audiences across the globe." **adds Sameer Nair, Group CEO, Balaji Telefilms Limited.**





Balaji Telefilms Ltd.

About Balaji Telefilms Limited (BTL)

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified success in both films and television. Pioneering widely different genres of content across several distribution media, the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, operates various prominent brands within its fold namely Balaji Telefilms – a production house synonymous with ground-breaking television content; Balaji Motion Pictures – a producer of large-scale feature films with the topmost industry talent; Alt Entertainment – a developer of commercial filmed content with alternate sensibilities.

For further details please contact:

Sanjay Dwivedi - Chief Financial Officer (CFO)
Balaji Telefilms Limited

Tel: +91 22 40698000

Fax: +91 22 40698181

Email: sanjay.dwivedi@balajitelefilms.com

Gavin Desa / Rabindra Basu
CitigateDeweRogerson

Tel: +91 22 6645 1237 / 1248

Fax: +91 22 6645 1200

Email: gavin@cdr-india.com/rabindra@cdr-india.com

Safe Harbor:

Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.

